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SUPPORTMUSIC COALITION NEWSLETTER AUGUST 2011

Welcome to the SupportMusic Coalition August 2011 newsletter. Please stay connected and share your music education strategies and stories on [facebook](#), [twitter](#) and through email supportmusic@namm.org as we work to keep music education strong.

SAVE-THE-DATE! The next SupportMusic Coalition teleconference will take place Thursday, September 8, 2011 at 9 AM pacific, 10 AM mountain, 11 AM central and 12 PM eastern. Please mark your calendars and stay tuned for details!

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Summer NAMM 2011 Wrap-up Report

Thanks to all who attended the Summer NAMM show in Nashville. Here is a post wrap-up.

The 2011 Summer NAMM Show



The 2011 Summer NAMM music products trade show, held July 21-23 in Nashville TN, reported 10,898 registrants over the three-day show. In addition to sessions tailored specifically to help independent retailers, the historically "trade-only" event opened its doors to the public for "Wanna Play Music Day" on Saturday, providing musicians and

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PLAN AHEAD, SAVE THE DATES! 2011-2012
Supportmusic Coalition
Conference Call Dates:

2011

Thursday, September 8
Tuesday, October 18
Thursday, November 17
Wednesday, December 14

2012

Thursday, January 19
Tuesday, February 21
Thursday, March 22
Tuesday, April 24
Tuesday, May 22
Tuesday, June 19

Note: In lieu of conference calls, a summer newsletter will be published for the months of July and August 2012.

music buffs a rare opportunity to view new instruments, music-making technologies, and pro audio and lighting equipment yet to hit retail stores. At show close, NAMM reported 1,133 public day attendees who infused the exhibit hall and meeting rooms with fresh energy on the final day of the show. Many music educators and nonprofit organizations were among NAMM's special guests.

See the full press release here: <http://www.namm.org/news/press-releases/2011-summer-namm-closes-experiences-overall-attend>

The 2011 Summer NAMM Foundation Lounge



The NAMM Foundation Lounge offered NAMM show attendees a place to relax and enjoy acoustic performances. In addition, on Saturday morning, NAMM hosted an informal Welcome Reception for Music Educators, College Students, and other NAMM Foundation Guests.



The Saturday morning welcome reception featured N.Y. Yankee great and Latin-GRAMMY-nominated guitarist Bernie Williams who captivated all in attendance with his masterful guitar playing and inspiring words. Williams also shared information about his recently launched book, "Rhythms of the Game; The Link Between Musical and Athletic Performance" - <http://www.bernie51.com/>

Later in the day, NAMM hosted a community Ukulele Circle and an All Industry Drum Circle.

Written by Eric Ebel, Senior Project Manager, Public Affairs and Government Relations, NAMM

Featured Article

Percussion Marketing Council Brings Music Making to More Schools and Students Than Ever Before



The Percussion Marketing Council (PMC) serves an estimated 27,000 students, grades 3-12 (at 60+ schools) who attended "Percussion In The Schools" concerts during the 2010-2011 school year.

This exciting in-school series provides hands-on instruction and performance opportunities, for students who play, learn and enjoy music making through a variety of percussion instruments and accessories. Since 2007, over 100,000 students have experienced all kinds of percussion instruments, disciplines and the fun of playing a musical instrument.

The PMC screens and qualifies professional percussion facilitators to conduct the programs, and to help identify suitable host schools and needs for financial support. "Most schools couldn't host these events without the cooperation and support of NAMM and the PMC. We're extremely pleased that the program has gained such widespread acceptance," said a PMC spokesman. "We are truly making a difference in the lives of every student who attends a 'Percussion In The Schools' concert."

The program continues with services to high schools. In 2010, the PMC launched its first Celebrity Concert program featuring drummer Chad Smith (Red Hot Chili Peppers). 1,500 high school students in Mc Murray, PA learned about the importance of pursuing their dreams while making a difference in the world - and Smith had a clear message: "Stay in school. Do something with your life and enjoy music. There are no shortcuts to being successful."

The PMC's 2011 Celebrity Concert program is now available to every high school through a nomination process initiated by a NAMM Member Retailer. International recording and performing artist Keith Carlock (Sting, Steely Dan, James Taylor, Diana Ross, Faith Hill) is this year's featured celebrity. Visit www.playdrums.com for further details.

For further information about the Percussion Marketing Council and programs:

Percussion Marketing Council; P.O. Box 33252; Cleveland, OH 44133

Telephone: 440-582-7006

Email: kbdustman@aol.com

Web: www.playdrums.com / www.rootsofrhythm.net

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On SupportMusic.com

Our **Affiliate Spotlight** shines on Music Unites, a non-profit organization that brings music education to underprivileged children in inner city school systems, and inspires women to attain their musical dreams. [>read more](#)



This month's **CounterPoint** article is "FOCUS ON STUDENTS: Student Essay Contest Winners Pay Tribute to Influential Music Teachers". Each year, School Band & Orchestra Magazine conducts a nationwide essay contest for 4th - 12th grade students. Ten students reflected on the 2011 Essay Question: "How my music teacher has influenced me and my goals in school...." [>read more](#)

Last Seen on Facebook.com/SupportMusic

The Global Search for Education: If Music Be the Food... | EducationNews.org

<http://www.educationnews.org/political/158959.html>

C. M. Rubin -- The expectations of all children in a nation should be the same, as should the opportunities.

July 27 at 6:41pm · Like · Share

Helping bring the music back to Joplin

<http://www.cnn.com/2011/LIVING/07/27/joplin.marching.band/index.html?iref=allsearch>

All the things Gareth Evans took for granted -- his family's home, his school and his music -- were ripped apart by the tornado that plowed a 13-mile-long trail of destruction through this southwest Missouri city a few months ago.

July 27 at 4:17pm · Like · Share

NAMM's WannaPlay Fund helps Joplin, MO with instrument repair -

<http://www.namm.org/news/press-releases/namm-foundations-wanna-play-fund-raises-money-repa>

San Diego, CA

Musicians, business team up to raise school music funds

<http://www.signonsandiego.com/news/2011/jul/25/musicians-business-team-up-to-raise-school-music/>

Maureen Magee · U-T

July 27 at 4:12am · Like · Share

STEM to STEAM - Why Leave Out the Arts? - MENC Advocacy Groundswell

<http://advocacy.menc.org/forum/topics/stem-to-steam-why-leave-out>

On July 19 the National Research Council issued a framework to guide the development of new national standards for science in hopes of sparking big changes in...

July 26 at 6:51pm · Like · Share

MENC Advocacy Groundswell



Check out [what's happening](#) at MENC Advocacy Groundswell, an online community of music teachers and music education advocates.

Summer Reading and Listening

Here is a list of recommended summer reads:

"The Power of Music" by Elena Mannes

"An important book for anyone who loves music, from the professional performer to the young person listening on earbuds."

- Deborah Voigt, internationally acclaimed opera soprano

Read more of what people are saying about this book [here](#).

For more information go to: <http://www.walkerbooks.com/books/catalog.php?key=886>

* * *

"What School Leaders Can Do to Increase Arts Education (2011)", a guide for school leaders to increase arts education in their schools prepared by Arts Education Partnership (AEP).

This guide offers three concrete actions school principals can take to increase arts education in their schools:

A - establish a school-wide commitment to arts learning

B - create an arts-rich learning environment

C - rethink the use of time and resources

For more information go to: <http://www.nammfoundation.org/support-music/now-available-what-school-leaders-can-do-increase-arts-education>

* * *

Reaching for a well-rounded education creates challenges for educators

Many agree that a comprehensive education is crucial to competing in the global marketplace of the 21st century, and that the curriculum should include not only foundational subjects like reading, math and science, but others as well. The reality, however, is that subjects like history, civics, foreign language and the arts fight hard for a place in the day-to-day curriculum -- and not always successfully. ASCD's "Policy Priorities" newsletter for ASCD Premium Members explores this subject with a special public issue available exclusively online. [Access the issue](#).

* * *

Missed a previous coalition conference call? Search the [archives](#) for audio files and transcripts.

New Advocacy Resources

Check out the new music advocacy ads! To download your choice of ads in color or

black and white [click here](#).



Keep Music Education Strong!

Music education advances all other subjects... research supports music's benefits... it's easy to get lost in the noise... it's easy to get lost in the noise... it's easy to get lost in the noise...





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12th Annual Best Communities for Music Education

The NAMM Foundation's 12th annual Best Communities for Music Education (BCME) survey acknowledged 179 communities in 32 states - including 172 school districts and, for the first time, seven individual schools - for their support and commitment to music education in schools. [Read more...](#)



Contact Information:

The SupportMusic Coalition Coordination Team SupportMusic@namm.org

Mary L. Luehrsen
Director of Public Affairs and Government Relations
NAMM, the International Music Products Association
Executive Director, NAMM Foundation
MaryL@namm.com

Charese Wolfe
Program Coordinator, Public Affairs and Government Relations
NAMM, the International Music Products Association
ChareseW@namm.org

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*believe in music | belong to NAMM*  
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